



NEWS RELEASE

DICK'S Sporting Goods Announces Grand Opening Celebration at Northborough Crossing in Northborough, MA

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PITTSBURGH, June 11, 2012 /PRNewswire/ -- **Dick's Sporting Goods** (NYSE: DKS), the largest U.S. based full-line sporting goods retailer, invites the community of Northborough to their three-day grand opening weekend. The store will open its doors on Wednesday, June 13 and begin the celebration with a ribbon cutting ceremony on Friday, June 15 at 8:00 a.m. at the retailer's new location at Northborough Crossing, 5102 Shops Way. Special extended store hours will also be in effect for Friday (8:00 a.m. to 10:00 p.m.), Saturday (8:00 a.m. to 10:00 p.m.) and Sunday (9:00 a.m. to 8:00 p.m.).

Dick's Sporting Goods also has a variety of special athlete appearances and giveaways scheduled to celebrate the grand opening festivities.

On Saturday, there will be a special appearance by the New England Patriots' **Jerod Mayo** from 11:00 a.m. to 1:00 p.m.* A linebacker for the Patriots, Mayo was the Defensive Rookie of the Year in 2008 and named to the Pro Bowl in 2010.

Sunday's schedule will feature a Mystery Gift Card Giveaway for the first 100 adults in line, who will receive unmarked Dick's Sporting Goods gift cards in varying denominations from \$5 to \$500, with one person winning the \$500 card (limit one per person and must be 18 years or older).

Each day throughout the weekend, customers will also be able to register for the chance to win a \$100 Dick's

Sporting Goods gift card, provided by SofSole. Additionally, there will be a Grand Opening Sweepstakes for current ScoreCard® Rewards Program members and those customers who enroll in the program during the weekend, featuring two \$250 gift cards and one \$500 gift card. ScoreCard® Rewards members will also earn triple points on purchases. There will also be activities throughout the store including product demonstrations by industry experts. More details on all promotions are available at the store location.

"Dick's Sporting Goods is excited to become a member of the Northborough community with the opening of our newest location," said **Lauren Hobart**, Dick's Sporting Goods Chief Marketing Officer. "With unsurpassed customer service and the best products in the industry, we are the equipment solution for athletes of all ages."

The Northborough location will be the retailer's 17th store in the state of Massachusetts and its 489th nationwide.

Visit www.dickssportinggoods.com/Grand_Open/Northborough/ for more grand opening details and directions.

* Beginning at 8:00 a.m. local time, 250 wristbands will be distributed on a first-come, first-served basis at the store on the day of event only. Limit one wristband and one autograph per person. Fans must have a wristband and must be in the Special Appearance line by 11:00 a.m. to receive an autograph. Times and appearances are subject to change without notice. See store for details.

About Dick's Sporting Goods, Inc.

Dick's Sporting Goods, Inc. is an authentic full-line sporting goods retailer offering a broad assortment of brand name sporting goods equipment, apparel and footwear in a specialty store environment. The Company also owns and operates Golf Galaxy, LLC, a golf specialty retailer. As of April 28, 2012, the Company operated more than 480 Dick's Sporting Goods stores in 44 states, more than 80 Golf Galaxy stores in 30 states and eCommerce websites and catalog operations for Dick's Sporting Goods and Golf Galaxy. Dick's Sporting Goods, Inc. news releases are available at <http://www.dickssportinggoods.com/investors>. The Company's website is not part of this release.

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